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**FENESTA EXPANDS ITS RETAIL PRESENCE IN HIMACHAL PRADESH**

**Himachal Pradesh, 29th January, 2023:** Fenesta, India’s largest Windows and Doors Brand which is also the market leader in its segment, reinforced its retail expansion with the opening another new showroom. The exclusive showroom **Geo Glazing & Fabrication** is located at **Near KC Traders, 4th Floor, Subrat Sai Niketan,Bye Pass Road, Shanan, Shimla, Himachal Pradesh, India, 171006** and brings the best in class Aluminum windows and Doors, uPVC Windows & Door and Solid Panel Doors.

Speaking on the occasion, **Mr. Saket Jain, Business Head, Fenesta** said, *“Our continued dedication to customer satisfaction and a diverse product portfolio are the key drivers of our continual expansion. Each new showroom not only showcases the trust our customers place in us but also vindicates our unwavering commitment to delivering exceptional service. Beyond being physical spaces, these showrooms serve as dynamic hubs where customers explore our products, connect with our brand, and make informed decisions. Opening our latest showroom is a significant step in our mission to expand nationwide”*

With this launch, Fenesta marks another milestone to ensure an interactive and informative buying experience for our existing and potential customers. Fenesta Showrooms have been successfully contributing to a significant customer reach and positioning as a market leader. With the rapid growth in Aluminum windows and Doors, uPVC Windows & Door and Solid Panel Doors categories in India, the brand endeavors to further increase its market share and maintain its leadership position in future.

He further added that *“With unwavering support and unwavering belief from our partners and stakeholders, we have reached this remarkable standpoint. Our journey thus far has been nothing short of extraordinary, and now we stand poised for accelerated growth in the years ahead. This pinnacle of success has been achieved through the synergy of a robust marketing strategy, a diverse array of products, and a resolute focus on Tier 2 and Tier 3 markets. Every aspect of our approach is meticulously designed to cultivate engagement, impart knowledge, and create lasting memories for our valued customers.”*

The **Fenesta showroom** located at **Geo Glazing & Fabrication, Near KC Traders, 4th Floor, Subrat Sai Niketan, Bye Pass Road, Shanan, Shimla, Himachal Pradesh, India, 171006** showcases a range of products from windows, doors and various design and color possibilities. With this launch, Fenesta now has presence in more than 350 locations.

Fenesta is the only company in India to control the entire supply chain starting from the making of uPVC that goes into making the profile, to installation of end product, as well as after sales service. The range of products is specially designed in UK and Austria to give consumers a well-engineered but contemporary style.

The products at Fenesta go through stringent tests and quality check at every step to ensure performance in India’s varied and extreme climates. Fenesta products are immensely popular amongst leading builders, architects and interior designers across the country for its noise insulating, rain insulating, dust proof features without compromise on aesthetics.

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**About Fenesta Building System:**

Fenesta is India’s largest windows and doors brand and a part of the Rs. 12,080 Cr conglomerate DCM Shriram Ltd. Its installations across more than 4,00,000 homes have already crossed the magical 4 million mark. Empowered with the knowledge of India's extreme conditions, Fenesta has designed uPVC windows and doors that are able to withstand India's extreme climate also. After uPVC, Fenesta took another technological leap when it introduced its ultra-luxury Aluminium Windows and Doors and Solid Panel Doors. Headquartered in Gurgaon, Fenesta has more than 300 dealer showrooms and nine Signature Studios supporting its presence in more than 350 cities. With dynamic direct sales force, Fenesta has successfully expanded its reach internationally, penetrating markets in the Maldives, Nepal, and Bhutan. Fenesta offers a complete customized end-to-end solution: survey, design, manufacture, delivery, installation and service to all its customers. The entire process is synchronized with the pace of each project. As a leader in the category, Fenesta takes pride in its ability to serve individual homes and large developers with equal ease.

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